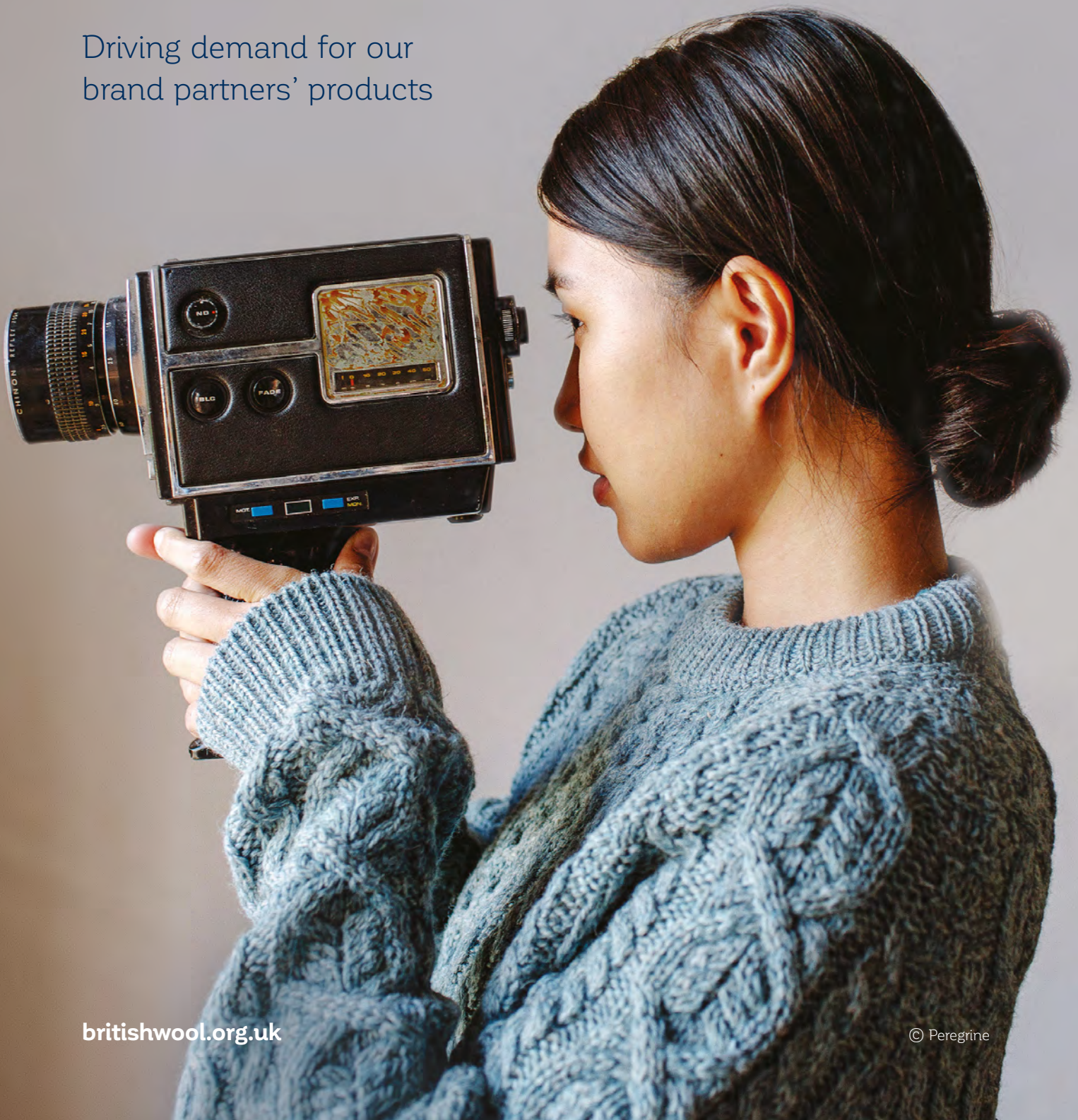




# Brand opportunities with British Wool.

Driving demand for our  
brand partners' products





# The iconic Shepherds Crook Mark

The British Wool licensee scheme helps consumers identify products made with a genuinely high content of British wool.

Sustainable, ethical and responsible.



KIND TO ANIMALS



ENVIRONMENTAL SUSTAINABILITY



QUALITY ASSURED



TRACEABILITY



SOCIALLY RESPONSIBLE



NON-MULESED WOOL



## Licensing scheme

The British Wool licensee scheme confirms that your product is made with genuine British wool grown by British sheep farmers so your customers know they are buying a sustainable, ethical and responsibly sourced product.

### Licensee product logos

These logos can only be used by British Wool approved brands on certified product ranges.



### Supply chain logo

This logo can only be used by companies in the middle of the supply chain (yarn spinners, cloth manufacturers, etc.) on ranges approved by British Wool.



### Oritain

In addition we work with Oritain who can check the British wool content at every stage of the supply chain. Oritain uses isotope technology to test and authenticate the origin of wool fibres.



## Using the British Wool logos

Verified licensee partners can use the Shepherds Crook Mark logo on their end products either by incorporating it into their own artwork or as an additional label. Official British Wool swing tickets and woven labels are available to all licensees.

These logos can only be used by approved brands on certified products.

### In print

On the certified product, or product page in a leaflet.

### Online

On the certified product page, or the brand owners website.

### Swing tags



### Woven labels



## Adding value

As well as being able to use the world-renowned Shepherds Crook Mark, British Wool can also add value and help drive awareness and sales for your British wool rich products through our marketing support.

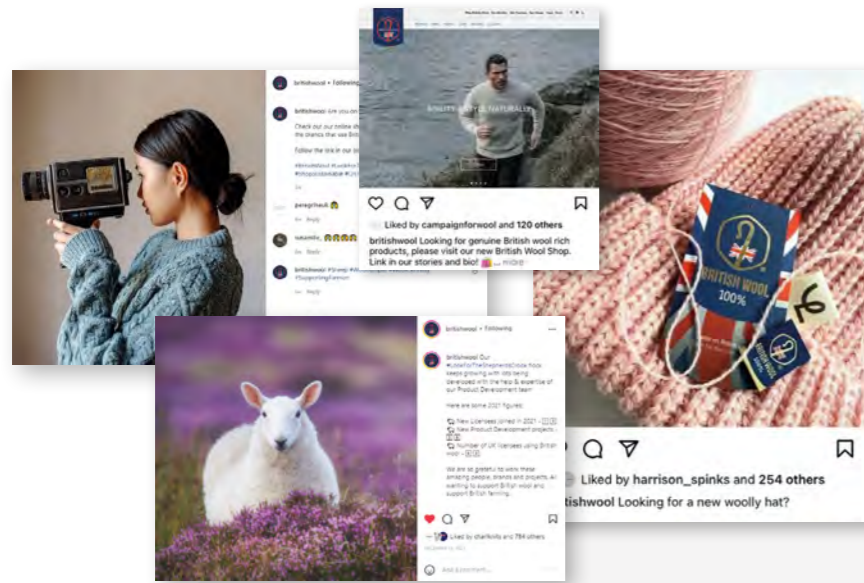


# Social media

Through our consumer facing social media channels we amplify our licensee partners brand, messaging and products.

Bespoke social media plans can also be developed with brands. The best results are usually achieved where the British Wool's social media team talks directly to the licensees social media team.

Upon joining the scheme we will send across a useful guide on how to make the most of your social media working with British Wool.



**£575**

Value of a Facebook post on British Wool.

**£195**

Value of an Instagram post on British Wool.



The British Wool social media following is in excess of 126,000, with well over 80% of that following being consumers.

## Audience

- Average age 55**  
79% Women  
21% Men
- Average age 35**  
73% Women  
27% Men
- Average age 37**  
45% Women  
55% Men
- Average age 26**  
24% Women  
76% Men

## Engagement rates

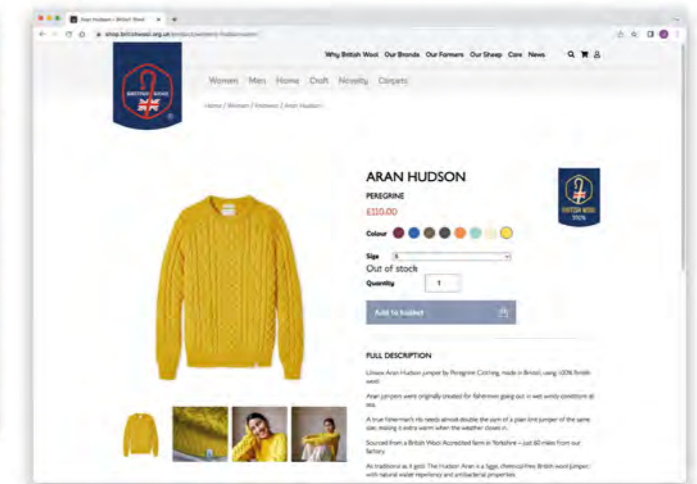
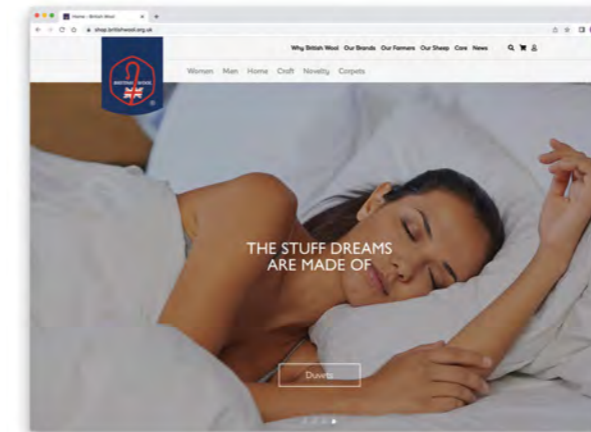
- 6.7%**
- 7.3%**
- 4.4%**
- 5.8%**

# British Wool Shop

The British Wool online shop ([britishwool.org.uk/shop](http://britishwool.org.uk/shop)) offers licensee partners the opportunities to sell on our online platform. This is a marketplace where all orders are fulfilled by the licensee.

The site has a number of brands on already and we are attracting 9,000 unique visitors per month. We invest in both social media and SEO

to drive traffic (and sales) to the site and over time we want the site to become the number one destination for British wool rich products.



We are attracting 9,000 unique visitors per month.





## Press coverage

British Wool works closely with a PR Agency to help increase consumer awareness of British Wool and the brands they work with.

When brands come on board with the scheme we will discuss a PR plan with regards to the announcement and ongoing collaboration opportunities to ensure maximum exposure for both brands.



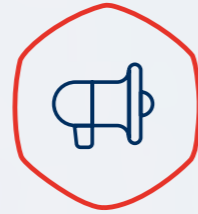
This is all free for our licensees and is designed to drive demand for British wool rich products.



Press coverage



Product placement



Newsjacking



Campaign and events

**320 million**

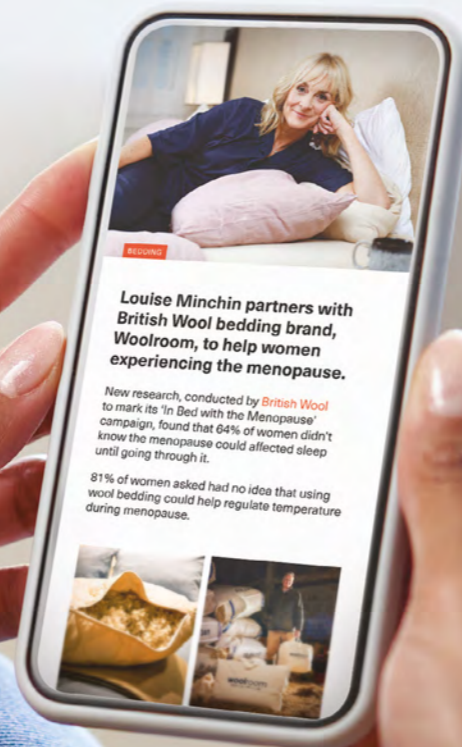
total annual reach of press coverage.

**125**

pieces of press coverage.

**434**

pieces of radio coverage.



## Exhibitions

British Wool attend two major consumer shows a year – Grand Designs and the Homebuilding & Renovation Show.

We also attend over 50 agricultural shows which attract a large consumer audience. At the shows we promote our licensee brands British wool rich ranges.



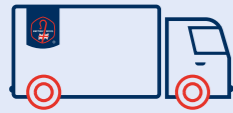
© Matty Simpson Photography





# Traceability

British Wool offers different levels of traceability to suit clients demands.



## All from British farms

All wool handled by British Wool comes from British farms, we do not grade and sell wool from anywhere else so all wool can be traced to British farms.



## Individual farms

We can offer farm traceability to any of the 35,000 farms we receive wool from. Helping connect our wool producers to brands and consumers and giving an additional layer of transparency.



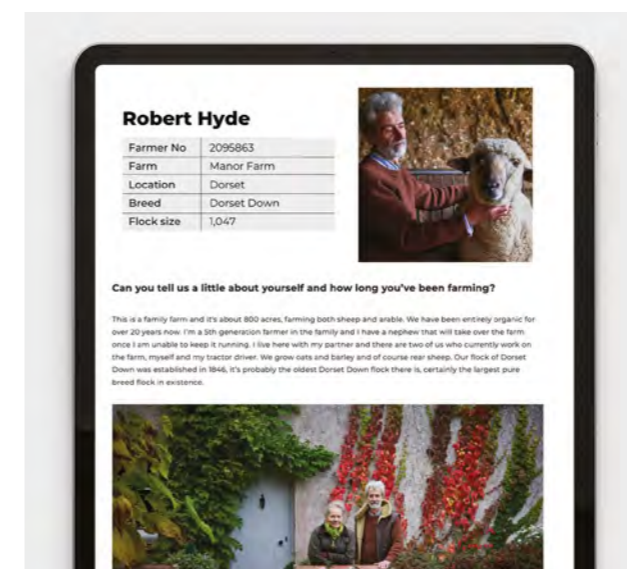
## Regional traceability

British Wool have eight Grading Depots across the UK, all of the wool sold can be traced back to a specific Depot and give regional traceability.

# Creating case studies and farm stories

At British Wool we work with around 35,000 sheep farmers, this allows us to help in the creation of case studies and farm stories for our licensee partners.

This can create engaging and relevant content to attract consumers who are increasingly interested about the provenance of the products they are purchasing.



"I converted to organics in 1999, after making the change I wish I had started 20 years before...everything we do is entirely integrated, everything is connected and feeding into itself"

[READ MORE >](#)



## Overseas office

British Wool have overseas offices in both China and Japan. We have dedicated staff who can work with international offices to help add value and drive sales in both countries.

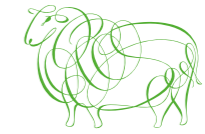
Whether brands are already selling into China and Japan or looking at penetrating the market we can provide expert local advice and knowledge.

The British Wool brand is extremely well respected in Asia and as such can be used to drive licensee sales and also brand awareness.

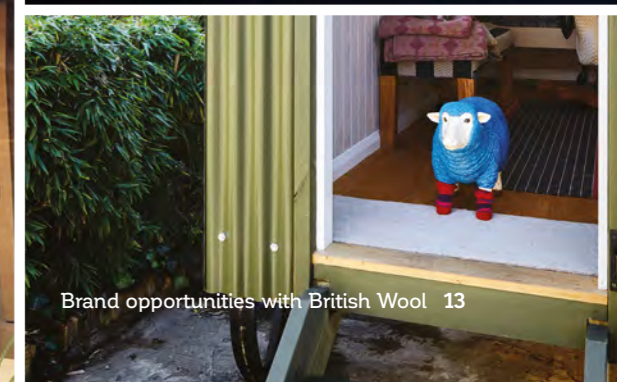
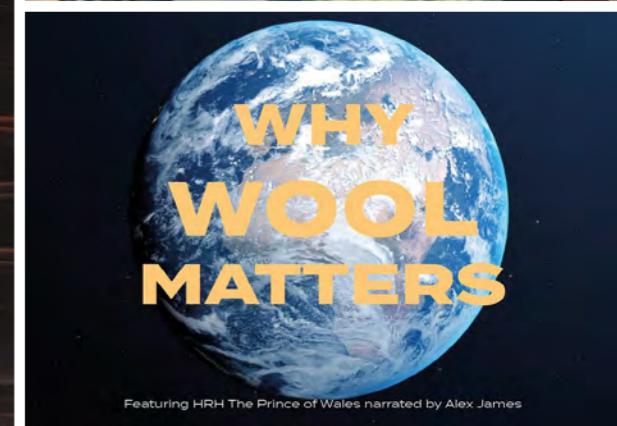
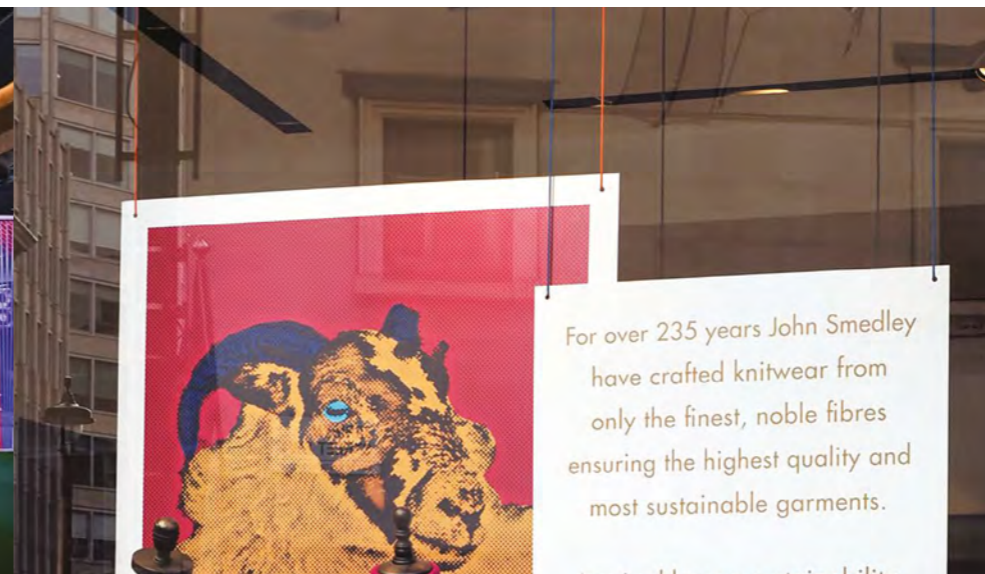
## Campaign for Wool

British Wool are one of the funders and also sit on the council for the Campaign for Wool.

The Campaign for Wool promote all types of wool (including British wool) to a global audience. We can include British Wool licensee partners in much of the Campaign for Wool activities, helping to give the brand additional exposure to a wider and often international audience.



**THE CAMPAIGN FOR WOOL**  
Patron: The former Prince of Wales

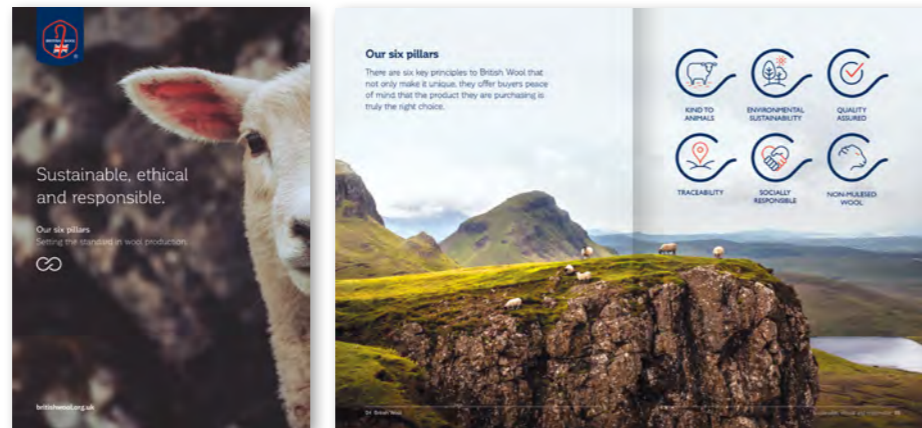




## Other support

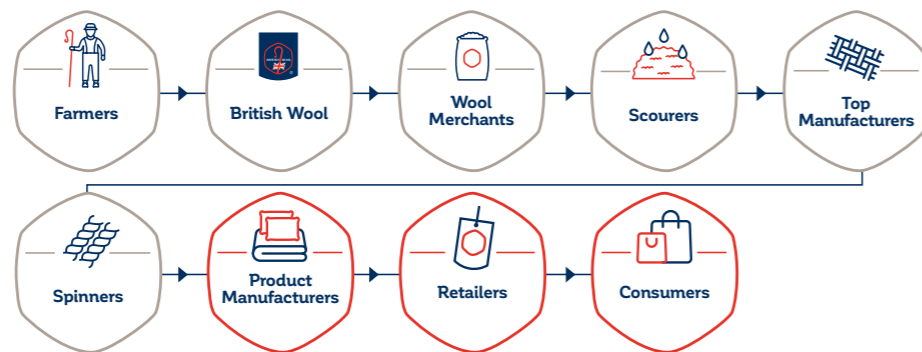
### Brand identity

There are six key pillars to British Wool that not only make it unique, they offer buyers peace of mind that the product they are purchasing is truly the right choice.



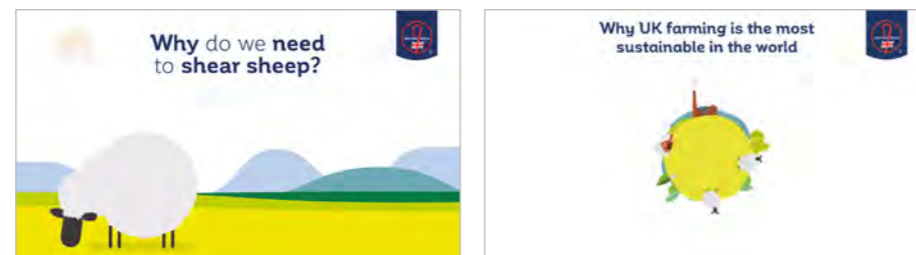
### Product development support

Driving demand for British wool through new products is a crucial part of our activity helps increase the price of the wool.



### Online resources

The British Wool website has lots of useful resources that can be easily accessed by our licensee partners.



### Our showroom

Licensees can use British Wools head office showroom for presentations, meetings and training days.



## Become a British Wool brand partner

Becoming a British Wool licensee couldn't be simpler.

[Start your application](#)

Or contact us directly:  
[marketing@britishwool.org.uk](mailto:marketing@britishwool.org.uk)







To find out more, contact the  
British Wool marketing team –  
**[marketing@britishwool.org.uk](mailto:marketing@britishwool.org.uk)**  
or call 01274 688666

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**[britishwool.org.uk](http://britishwool.org.uk)**



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